

Abstract Of The Disclosure

Digital data for broadcasting or multicasting is placed in IP protocol to generate IP digital data which is then transmitted from a multicast content source site to a remote Internet point-of-presence (POP) through a dedicated transmission channel substantially separate from the Internet backbone. Local commercials and/or other IP digital data may be inserted into the received IP digital data stream at the remote Internet POP. The IP digital data signal stream received at the POP may also be stored and/or delayed at the POP for later playback and broadcasting/multicasting to recipients having a computer or other IP data receiving equipment connected to the Internet but distal from the POP. Further aspects of the invention encompass methods and apparatus for scheduling and recording IP multicast information for later "on demand" playback to a recipient user/customer.